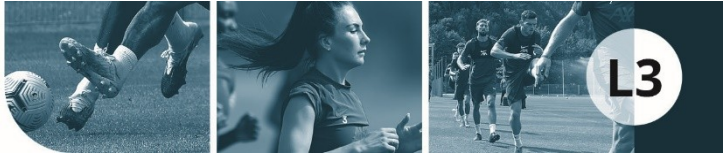
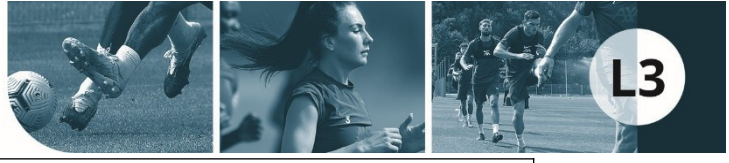


BTEC Assignment Brief

Qualifications	Pearson BTEC International Level 3 Qualifications in Sport
Unit number and title	Unit 19: Sports and Leisure Facility Operation
Learning aims	A: Examine the aims, objectives and resources of selected sports and leisure facilities B: Explore the services and products offered by selected sports and leisure facilities
Assignment title	A report evaluating how current trends impact on selected sports and leisure facilities
Assessor	
Issue date	
Hand in deadline	

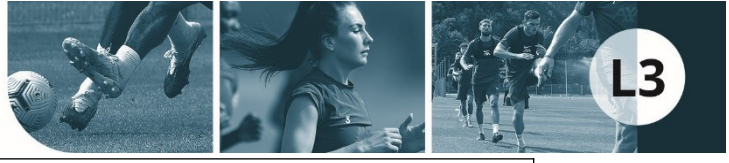
Vocational Scenario or Context	You have a weekend job at your local sports centre and would like to pursue this as a career once you finish college. As part of your role on the front desk, welcoming and booking in clients, the centre manager has asked you to research current trends and how these are impacting the sports centre.
Task 1	A report evaluating how current trends impact on selected sports and leisure facilities. In your report you need to analyse and evaluate the aims, objectives, resources and equipment at two selected sport and leisure facilities. Next you should evaluate the sports centres facilities, services and products. Finally, you need to evaluate current trends in the sports sector and analyse the impact of these on the two selected sport and leisure facilities. You will need to draw on varied information about current trends in the sport and leisure industry to consider aspects such as advantages or disadvantages of two selected sports and leisure facilities. Your evaluations should lead to judgement s on how the trends impact on the aims, objectives, resources and the services and products offered by two selected sports and leisure facilities. Your report should include information from the following five sections: **Section 1: Aims and objectives** • Aims (eg. community needs, quality standards, admission targets, access to all)



	• Objectives (eg. social, organisational, financial) • Resources • Equipment required • Quality monitoring (e.g. systems reviews and audits) **Section 2: Facilities** • Facilities (eg. Gymnasiums, sports centres, health and fitness centres) **Section 3: Services** • Services (eg. Refreshments, personal training, crèche) **Section 4: Products** • Products (eg. programme of activities, spectator events, special events) • Pricings (memberships, concessionary rates, seasonality) **Section 5: Trends** • Trends (eg. sports initiatives, socio-economic change, sport-specific trends)
Checklist of evidence required	A report evaluating how current trends impact on two selected sports and leisure facilities, covering the following theoretical areas: • Aims and objectives • Facilities • Services • Products • Trends

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
A.P1	Explain the aims, objectives and resources of different sports and leisure facilities
B.P2	Explain the services and products offered by different sports and leisure facilities
B.P3	Explain the effect of different trends on the services and products offered by sports and leisure facilities.
A.M1	Compare and contrast the aims, objectives and resources of different sports and leisure facilities.
B.M2	Analyse the effect of different trends on the services and products offered by sports and leisure facilities.
AB.D1	Evaluate how current trends impact on the aims, objectives, resources and the services and products offered by two selected sports and leisure facilities.

Sources of information to support you with this Assignment	**Textbooks** Adams, M. et al – BTEC Level 3 National Sport (Performance and Excellence) Student Book (Pearson, 2016) ISBN 9781292134000 Beech., J and Chadwick., S - *The Business of Sports Management* (Financial Times Prentice Hall, 2013) ISBN



	9780273721338 Hoye R et al – *Sports Management: Principles and Application* (Routledge, 2015) ISBN 9781138839601 Schwarz, E., and Hall, S – *Sport Facility Operations Management* (Routledge, 2015) ISBN 9781138831056 **Websites** The British Association of Sports and Exercise Sciences www.bases.org.uk Fitness Industry Association http://ukactive.com Skills Active www.skillsactive.com
Other assessment materials attached to this Assignment Brief	